

Julie Anderson  
Commissioner



Department of Commerce,  
Community, and  
Economic Development

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STATE OF ALASKA

PRESS RELEASE

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## 2020 Made in Alaska Manufacturer of the Year: Alpine Fit

**Monday, June 7, 2021 (Anchorage, AK)** – The Department of Commerce, Community, and Economic Development (DCCED) is pleased to announce Alpine Fit LLC has been selected for the Made in Alaska Manufacturer of the Year Award for 2020!

“Congratulations to Alpine Fit for being named the 2020 Manufacturer of the Year,” **said Governor Mike Dunleavy**. “When we were facing a global pandemic, Alaska’s business sector stepped up to support their communities and Alpine Fit is an excellent example of Alaskans helping Alaskans.”

Since 2018, Alpine Fit has been manufacturing high quality outdoor apparel with technical fabrics worn by Alaskans in town and on the trails. Alpine Fit has demonstrated a commitment to innovation both in development of odor resistant fabrics as well as offering a range of fit options across their product lines. In response to community needs caused by 2020 COVID-19 pandemic, Alpine Fit transformed their midtown Anchorage production facility to manufacturer face masks in addition to their existing line of outdoor apparel.

“Alpine Fit is a great example of the resiliency and creativity of the small businesses and entrepreneurs here in Alaska,” **said Julie Anderson, DCCED Commissioner**. “When times were tough, they adjusted their business structure to fit the needs of their community and persevered.”

Many Made in Alaska businesses found innovative ways to continue operating despite the immense economic impacts experienced in 2020 by adjusting their business models, launching online websites and catalogs, offering delivery and pick-up options, and more, which made selecting this year’s Manufacturer of the Year awardee tougher than ever.

Implemented in 1986, the Made in Alaska (MIA) program was created to identify and promote products that are made, manufactured, or handcrafted in Alaska, or that undergo a significant value-added process in the state. Alaska’s businesses manufacture high quality, unique, and sought-after products for markets locally, nationally, and internationally. The recognizable mother bear and cub symbol provides assurance for consumers that a product was produced in Alaska by local manufacturers and artisans.

The MIA program is used to identify and promote the purchase of products manufactured or crafted in Alaska, ranging from small gift items to large industrial products. The program is administered by the Division of Community and Regional Affairs. More information about the Made in Alaska program is available at [www.madeinalaska.org](http://www.madeinalaska.org).

*Housed within DCCED, the Division of Community and Regional Affairs supports Alaska’s communities in building sustainable economies and a means of self-governance. For additional information about the division, please visit [www.commerce.alaska.gov/web/DCRA](http://www.commerce.alaska.gov/web/DCRA). To learn more about DCCED and its other agencies, visit [www.commerce.alaska.gov](http://www.commerce.alaska.gov). For a list of current Made in Alaska permit holders please visit [www.commerce.alaska.gov/dcra/akmadeproducts/search](http://www.commerce.alaska.gov/dcra/akmadeproducts/search).*

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